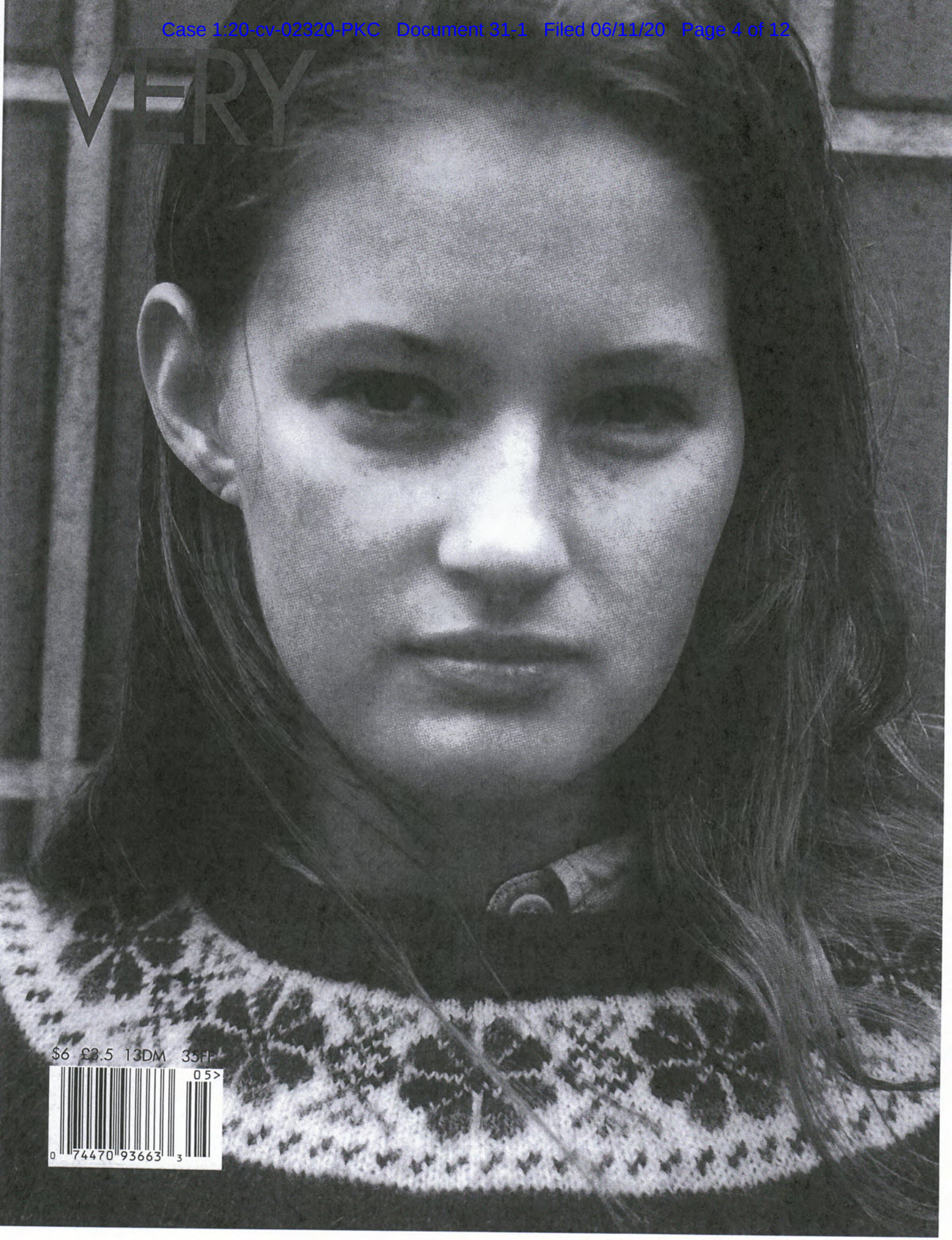


Exhibit 1

VERY



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Uscha Pohl
Yvette Brackman
Nicolas Bertrand
Anton Kern
Susan Shaw
Angela Hill
Calvin Reid
VERY
Nigel Bennett
Hugo Tillman
Eva Müller
Rebecca Shulman
R Richardson/ M Keaton
Tom Moody
Uscha Pohl

Simon Henwood
Subjects of Desire
Philippe Découflé
Chris Johanson
Femme Fatale/Jemima Stehli
The Exchange Student
Camp O.J./Warren Neidich
SHOP AT UP @ SUPASTORE
Vietnam
Havana, Cuba
Over-Exposed
Tango Mujer
The Mango Room
Michael Phelan
The Long Goodbye/Judith Eisler

VERY 5

Going into the last year of our millennium even I can't help feeling some apprehension. Maybe, it's what I am seeing around me that makes me wonder if everything, or just sanity, has gone haywire. Susan Shaw calls it Pre-Millennial Tension. If '98 suffered the pain, what will it be in '99 ???

So let's deal with the dilemma now, before it gets boring already. Luckily, crisis creates creativity — here's where we can take a deep breath. If the '90s have been a rather unashamed though much less bashful and fun replay of the '80s, their end may be hailed and a

new definition of the self be called for. If "crossover" soon is old news, when we are tired of explaining and marvelling at the fact that it IS actually perfectly feasible to work in different worlds, geographically as well as creatively, well, what then? Then we can finally exploit the new avenues of this great chance for the individual versus the corporate (global glumification). It has been happening in a location close to you — and watch out, the VERY forces are getting stronger!

Uscha Pohl,
24 December 1998,
in line at Penn Station



Werner Amann — Polly Banks — Asha Bandele — Matthew Barney — Nigel Bennett — Tish Benson — Alex Bensimon — Q. Bertoux — Bless — Yvette Brackman — Nicolas Bertrand — Mark Borthwick — Jo Borthwick — Philip Berkowitsch — Roberto Cabot — Lygia Clark — Mark Dagley — Philippe Découflé — Jiri Georg Dokoupil — Judith Eisler — Angelika Fischer — Frisch — Angela Hill — Simon Henwood — Jamyla — Chris Johanson — Beth Houfek — Anton Kern — Elena Kriegner — Herta Kriegner — Tom Moody — Warren Neidich — Otiticica — Osondu — Hélio Otiticica — Michael Phelan — Uscha Pohl — Calvin Reid — Scars — Susan Shaw — Bill Schwarz — Rebecca Shulman — Dino Simonett — Valeria Solomonoff — Reg Star — Jemima Stehli — Hugo Tillman — T'kalla — Brigitte Winkler — Hans Winkler — Bernard Yenelouis

VERY 5



Simon Henwood lives in both, London and New York. Although: we rather rarely see him in the latter since he's based in London right now, setting up his animation TV series *Poor Johnny Pumpkin*. With the upcoming painting show at UP & CO, NY May-June '99, we are making sure to get a glimpse of him.



Lotte (left) und **Anton** (right). Apart from being spotted with dogs, Anton Kern runs his gallery on Broadway, NYC, and hosts sought-after after-opening dinners. He took a sidestep into magazine work in this issue by contributing **Chris Johanson's** page. Johanson is a San Francisco-based artist who recently showed at Alleged in Soho, NYC and Four Walls gallery in San Francisco.

Jemima Stehli lives and works in London. Recent exhibitions include *The Road*, L'Espace Cultural François Mitterrand, Beauvais, France, *It Took Ages*, Bricks & Kicks, Vienna, London based artists, curated by Jemima Stehli and Jannette Parris, *Educating Barbie*, Trans Hudson Gallery NY, Hilary Lloyd, *Jemima Stehli*, *Brian Dawn Chalkley*, City Racing, London. The furniture photos can be seen at Richard Salmon Gallery, London, 9 Feb- 27 March '99; the current *White on White* polaroids series at SHOP AT UP @ SUPASTORE, UP & CO, NY.



Judith Eislser lives and paints in New York and Vienna. Recent exhibitions include "open," a solo exhibition at Tate Gallery, New York, and *Wild/Life or the Impossibility of Mistaking Nature for Culture*, Weatherspoon Art Gallery, North Carolina, Augustine, New York and Palais Liechtenstein Kapelle, Vienna.



Michael Phelan was born in Beaumont, TX, and lives and works in NYC. Represented by Andrew Kreps Gallery, NY, his upcoming show there will be April/May '99: "Diamonds are Forever." His dog's name is Suki. Photo:

Andréa Salerno



in NYC successfully for years. Head of über, inc., Herta has been VERY design consultant from issue number one.

Herta Kriegner, originally from Austria, has been running her graphic design company



Eva Müller, originally a graphic designer and art director in her native Germany, Müller took up photography in NY in '89. Now, splitting her time between London and NY, she incorporates the creative possibilities of the digital realm within her work shooting for record companies and magazines i.e. Scene, Mix-Mag, tank and VERY

EDITOR: Uscha Pohl — PHOTO EDITOR: Angela Hill — CONTRIBUTING EDITOR: Ellis Kreuger — PHOTO EDITOR NY: Hugo Tillman — ART DIRECTOR: Uscha Pohl — DESIGN CONSULTANT: Herta Kriegner — ADVERTISING: Hugo Tillman — BAD COP: Lauri Bortz — VERY INTERNATIONAL: Angela Hill, London — Nicolas Bertrand, Paris — Françoise Zuhorn, Milan — Max Pohl, Düsseldorf — Special Thanks: Tom Moody

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CORRECTION: In VERY 4, Deborah Irmay's book "the camera i" was incorrectly listed as "The Camera Eye". We regret the error.

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April 7, 2006

Dear über, inc.,

Congratulations! über, inc. is a winner in the 2006 Summit Creative Awards® competition. Among the thousands of submissions from twenty-six countries, your creative scored among the very best.

The 12-year-old competition has established itself as one of the premier arbiters of creative excellence. Being recognized by the Summit Creative Awards brings your company prestige and value, and we salute you.

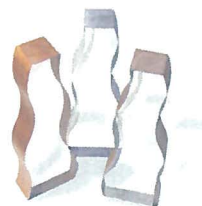
Discriminating critics were highly impressed with your company's creativity. This year's international panel of judges included professionals from Ogilvy and Mather; Paragon Marketing Communications; Avenue Inc.; Stormhouse Partners; Memac Ogilvy; PUSH, Inc.; Innocean Worldwide; Mfx, Inc.; Jeff Fisher LogoMotives; Type A Learning Agency; Tribal DDB; Cocoon Branding; Promoseven Network Inc.; and the Art Institute.

So again, our congratulations. We look forward to seeing your talented work in the marketplace and in next year's competition.

Sincerely,

A handwritten signature in blue ink that reads "Jocelyn Luciano".

Jocelyn Luciano
Executive Director
Summit Creative Awards





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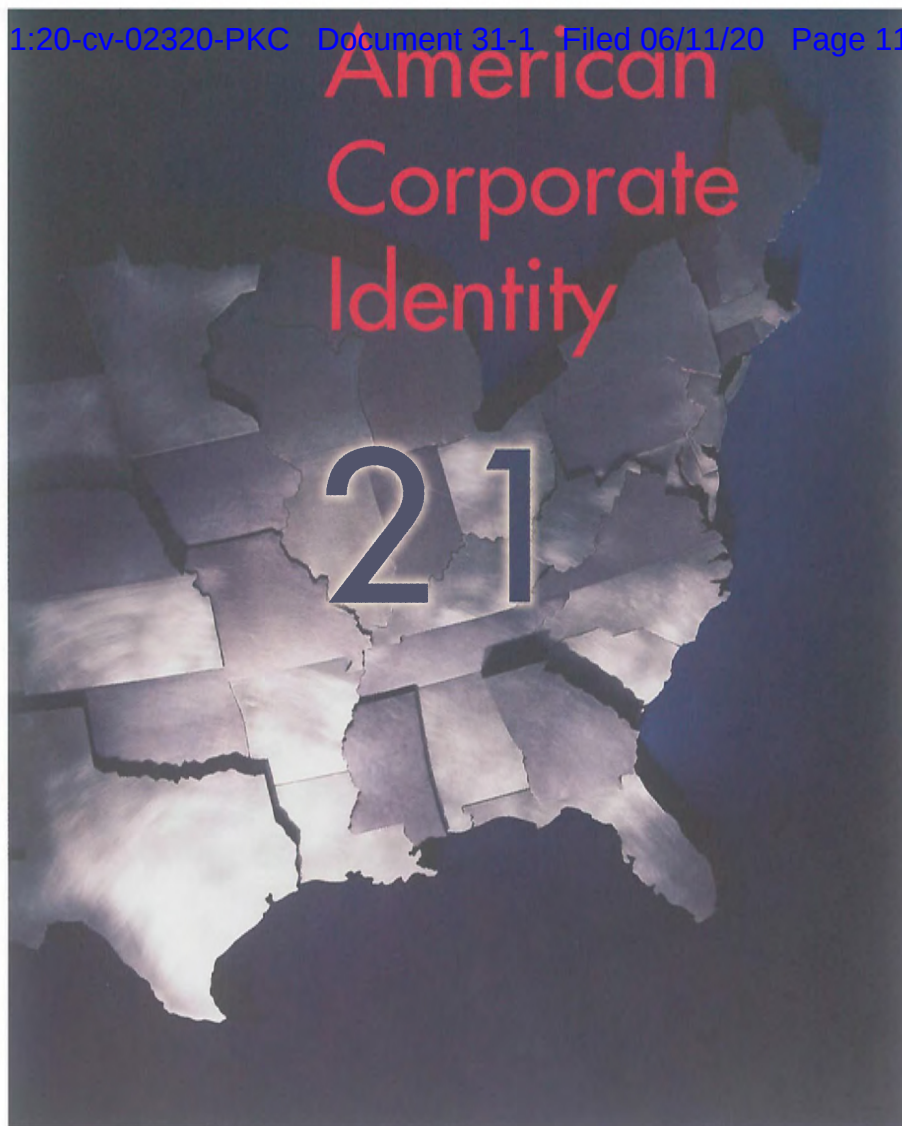
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